IN THE CLAIMS:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claim 21 without prejudice or disclaimer, and AMEND claims 1-6, 8-20, and 22 in accordance with the following:

1. (currently amended) A method of providing points based on a retrieval of keywords, the method comprising:

presenting keywords to a first user through a network, and storing keywords selected <u>from the presented keywords </u>by the <u>first </u>user into a user-by-keyword management table relating to the <u>first </u>user;

presenting keywords to an advertiser through the network, and storing keywords selected by the advertiser into an advertiser-by-keyword management table relating to the advertiser;

searching the user-by-keyword management table and the advertiser-by-keyword management table for keywords when there has been a request for retrieving the keywords from a second user different from the first user through the network, and when the requested keywords have been registered both in the user-by-keyword management table and the advertiser-by-keyword management table, posting a retrieved result of the keywords and advertisement of the corresponding advertiser to the second user through the network; and

giving points to the first user when the second user has referred to the advertisement, and storing these points into a user's-point management table relating to the first user.

2. (currently amended) The method of providing points according to the claim 1, wherein the points gained by the <u>first user</u>~~users~~ are exchanged for a product or a service.

3. (currently amended) The method of providing points according to the claim 1, wherein the points <u>comprise</u>~~consist of~~ user points that are generated when the <u>second</u>~~other~~ <u>user</u> <u>has</u>~~users have~~ retrieved the user-obtained keywords<u>,</u> and advertiser points that are generated when the <u>second user has</u>~~other users have~~ referred to the advertisement.

4. (currently amended) The method of providing points according to the claim 1,

wherein the ~~selection of the~~ keywords __selected by the first user are stored__~~is~~ free of charge, and the __first user__~~users~~ can select the free keywords at the time of making a contract on the utilization of a network service.

5.   (currently amended) The method of providing points according to the claim 1, wherein the ~~selection of the~~ keywords __selected by the first user__~~is~~ charged, and purchase prices of the charged keywords are determined based on a past record of retrieval of the keywords by ~~the~~ other users.

6.   (currently amended) The method of providing points according to the claim 1, wherein the keywords selected by the __first user__~~users~~ include charged keywords and free keywords, and charged keyword__s__ of which retrieval record by ~~the~~ other users is low are converted to free keywords, and free keywords of which retrieval record by the other users is high are converted to charged keywords.

7.   (original) The method of providing points according to the claim 1, wherein the keywords selected by the advertisers include charged keywords and free keywords, and the advertisers can select the free keywords only after the advertisers have selected the charged keywords.

8.   (currently amended) The method of providing points according to the claim 1, wherein the __first user__~~users~~ who __has__~~have~~ registered the keywords can select a display on the Web or a transmission by e-mail as a method of presenting the advertisement to the other users.

9.   (currently amended) A method of providing points comprising:
obtaining keywords that a __first__ user can obtain from a server through a network, and displaying the obtained keywords at __the first__~~a~~ user's terminal;
transmitting keywords that the __first__ user has selected from __the displayed keywords at__ the __first__ user's terminal to the server;
presenting results of retrieval by __an__other user together with advertisement of advertisers corresponding to the keywords registered in the server to the other user, when __the other__~~an~~ ~~another~~ user different from the __first__~~above~~ user has retrieved the keywords through the network; and
giving points to the __first__ user who has obtained the keywords, when the other user has

referred to the advertisement.

10.   (currently amended) A method of providing points comprising:

obtaining keywords that an advertiser can obtain from a server through a network, and displaying the obtained keywords at advertiser's terminal;

transmitting keywords that the advertiser has selected from the advertiser's terminal to the server;

presenting results of retrieval of keywords by a first user together with an advertisement of the advertiser to the first user, when the first user has retrieved the keywords; and

giving points to a second ~~an another~~ user who has obtained the retrieved keywords stored in the server from keywords previously presented to the second user, when the first user who has retrieved the keywords has~~have~~ referred to the advertisement.

11.   (currently amended) A method of providing points based on a retrieval of keywords, the method comprising:

displaying retrieved results of keywords together with advertisement of advertiser corresponding to the keywords at a first user's terminal, when the first user has retrieved the keywords from the user's terminal through a network; and

giving points to a second ~~another~~ user who has selected the keywords from keywords previously presented to the second user, when the first ~~keyword-retrieved~~ user has referred to the displayed advertisement.

12.   (currently amended) An apparatus for providing points, said apparatus comprising:

a user-selected keyword storing unit which stores keywords that a first user has selected from available presented keywords through a network, relating to the first user;

an advertiser-selected keyword storing unit which stores keywords that an advertiser has selected through the network, relating to the advertiser;

an advertiser-retrieving unit which retrieves an advertiser corresponding to keywords by referring to an advertiser-by-keyword management table, when ~~an~~ another user different from the first user who has retrieved through the network the keywords that have been registered in both a user-by-keyword management table and the advertiser-by-keyword management table;

a transmitting unit which transmits the retrieved results together with advertisement of the advertiser to the another user;

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a user retrieving unit which retrieves the first user corresponding to the keywords by referring to the user-by-keyword management table, when the another user has referred to the advertisement;

point allocating unit which gives points to the first user who has obtained the keyword; and

point registering unit which registers the points by relating the points to the first user.

13.   (currently amended) A computer readable medium for storing instructions, which when executed on a computer, causes the computer to perform a method of providing points based on a retrieval of keywords, the method comprising:

presenting keywords to a first user through a network, and storing keywords selected from the presented keywords by the first user into a user-by-keyword management table relating to the first user;

presenting keywords to an advertiser through the network, and storing keywords selected by the advertiser into an advertiser-by-keyword management table relating to the advertiser;

searching the user-by-keyword management table and the advertiser-by-keyword management table for keywords when there has been a request for retrieving the keywords from a second user different from the first user through the network, and when the requested keywords have been registered both in the user-by-keyword management table and the advertiser-by-keyword management table, posting a retrieved result of the keywords and advertisement of the corresponding advertiser to the second user through the network; and

giving points to the first user when the second user has referred to the advertisement, and storing these points into a user's-point management table relating to the first user.

14.   (currently amended) A computer readable medium for storing instructions, which when executed on a computer, causes the computer to perform a method of providing points, the method comprising:

obtaining keywords that a first user can obtain from a server through a network, and displaying the obtained keywords at the firsta user's terminal;

transmitting keywords that the first user has selected from the displayed keywords at the first user's terminal to the server;

presenting results of retrieval by another user together with advertisement of advertisers corresponding to the keywords registered in the server to the other user, when an the otheranother user different from the firstabove user has retrieved the keywords through the

network; and

giving points to the <u>first</u> user who has obtained the keywords, when the other user has referred to the advertisement.

15.   (currently amended) A computer readable medium for storing instructions, which when executed on a computer, causes the computer to perform a method of providing points, the method comprising:

obtaining keywords that an advertiser can obtain from a server through a network, and displaying the obtained keywords at advertiser's terminal;

transmitting keywords that the advertiser has selected from the advertiser's terminal to the server;

presenting results of retrieval of keywords by <u>a first</u> user together with <u>an</u> advertisement of the advertiser to the <u>first</u> user, when the <u>first</u> user has retrieved the keywords; and

giving points to <u>a second</u> ~~an another~~ user who has obtained the <u>retrieved</u> keywords stored in the server <u>from keywords previously presented to the second user</u>, when the <u>first</u> user who has retrieved the keywords <u>has</u>~~have~~ referred to the advertisement.

16.   (currently amended) A computer readable medium for storing instructions, which when executed on a computer, causes the computer to perform a method of providing points based on a retrieval of keywords, the method comprising :

displaying retrieved results of keywords together with advertisement of advertiser corresponding to the keywords at <u>a first</u> user's terminal, when the <u>first</u> user has retrieved the keywords from the user's terminal through a network; and

giving points to <u>a second</u> ~~another~~ user who has selected the keywords <u>from keywords previously presented to the second user</u>, when the <u>first</u>~~keyword-retrieved~~ user has referred to the displayed advertisement.

17.   (currently amended) A ~~computer program for causing the computer to perform a~~ method of providing points based on a retrieval of keywords, the method comprising:

presenting keywords to a first user through a network, and storing keywords selected <u>from the presented keywords</u> by the <u>first</u> user into a user-by-keyword management table relating to the <u>first</u> user;

presenting keywords to an advertiser through the network, and storing keywords selected by the advertiser into an advertiser-by-keyword management table relating to the advertiser;

searching the user-by-keyword management table and the advertiser-by-keyword management table for keywords when there has been a request for retrieving <u>one or more of</u> the keywords from a second user ~~different from the first user~~ through the network, and when <u>any of</u> the requested keywords have been registered both in the user-by-keyword management table and the advertiser-by-keyword management table, posting a retrieved result of the keywords and advertisement of the corresponding advertiser to the second user through the network; and

giving points to the first user when the ~~second user has referred to~~ the advertisement <u>is presented to the second user</u>, and storing these points into a user's-point management table relating to the first user.

18. (currently amended) A ~~computer program for causing the computer to perform a~~ method of providing points <u>based on a retrieval of keywords</u>, the method comprising:

obtaining keywords that a <u>first</u> user can obtain from a server through a network, and displaying the obtained keywords at <u>the first</u>~~a~~ user's terminal;

transmitting keywords that the <u>first</u> user has selected from <u>the displayed keywords at</u> the <u>first</u> user's terminal to the server;

presenting results of retrieval by <u>a second</u>~~other~~ user together with <u>an</u> advertisement of advertisers corresponding to <u>any of</u> the keywords registered in the server to the <u>first</u>~~other~~ user, when ~~an~~ <u>the second</u>~~another~~ user ~~different from the above user~~ has retrieved the keywords through the network; and

giving points to the <u>first</u> user ~~who has obtained the keywords,~~ when ~~the other user has referred to~~ the advertisement <u>is presented to the second user</u>.

19. (currently amended) A ~~computer program for causing the computer to perform a~~ method of providing points <u>based on a retrieval of keywords</u>, the method comprising:

obtaining keywords that an advertiser can obtain from a server through a network, and displaying the obtained keywords at advertiser's terminal;

transmitting keywords that the advertiser has selected from the advertiser's terminal to the server;

presenting results of retrieval of keywords by <u>a first</u> user together with <u>an</u> advertisement of the advertiser to the <u>first</u> user, when the <u>first</u> user has retrieved the keywords; and

giving points to <u>a second</u> ~~an another~~ user who has <u>registered any of</u>~~obtained~~ the retrieved keywords stored in the server <u>from keywords previously presented to the second user</u>, when the <u>advertisement is presented to the first</u> user ~~who has retrieved the keywords have~~

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referred to the advertisement.

20. (currently amended) A computer program for causing the computer to perform a method of providing points based on a retrieval of keywords, the method comprising:

displaying retrieved results of keywords together with advertisement of advertiser corresponding to the keywords at a first user's terminal, when the first user has retrieved the keywords from the first user's terminal through a network; and

giving points to a secondanother user who has registeredselected the any of the keywords from keywords previously presented to the second user, when the keyword retrieved user has referred to the displayed advertisement is presented to the first user.

21. (cancelled)

22. (currently amended) A method for providing points based on a retrieval of keywords, comprising:

providing information to a first user responsive to selection of keywords; and

assigning at least one point to a second user in response to any of the keywords being selected and registered, by the second user, from a keywords previously presented to the second user and associated with the provided information.when the information was provided responsive to a keyword search created by the second user.